AS DEGREE - CODE #2557

Kylan Sattler, Program Coordinator
Email Address: sattlek@alfredstate.edu

The graphic and media design (AS) program provides graduates with foundational knowledge in graphic design for screen-based and print media. The program focuses on developing the contemporary problem-solving and design skills needed to apply the elements and principles of design, drawing, and visual communication. An awareness of design history is combined with the latest topics in graphic and media design to provide an informed student aimed at innovation in the field.

Graduates will possess the skills necessary to be well rounded in both design and production across a wide variety of print and digital media. They will be prepared for entry-level positions at design firms and in-house design and/or production departments within larger companies.

ADVANTAGES

The Alfred State graphic and media design (GMD) program is different from other such programs because it is constructed to meet the current needs for design in a time-based, screen-filled world. From cellphones to video billboards, new venues are demanding movement and interaction. This program is built to take advantage of new and ever-changing technologies and remain at the leading edge of design.

Because designers are being asked to design for print and screen, this requires new thinking, new versatility, and a new type of creative problem-solver. A new versatile designer is what Alfred State's graphic and media design program is designed to produce.

DIRECT ENTRY INTO BACCALAUREATE DEGREE PROGRAM

Graphic and media design AS graduates may enter directly into either the graphic and media design BS, the interdisciplinary studies BTech, or the technology management BBA degree program.

CONTINUING EDUCATION OPPORTUNITIES

Graduates will be well prepared to continue into baccalaureate programs in graphic design, media production, and education.

FACILITIES

- Video and audio production studio
- High-end computer labs
- Screen printing
- Large-format printing
- Traditional materials studios
- 24-hour studio access
- HD video and surround-sound in each studio
- Real-world collaborative studio environments
- Virtual reality and 3D sculpting studio
- 3D printing and laser cutting lab

OCCUPATIONAL OPPORTUNITIES

- Graphic design
- Media design
- Fine art
- Video and audio production
- Marketing
- Communications
- Education

RELATED PROGRAMS

- Digital Media and Animation
- Game and Interactive Design

RELATED CLUBS

- Visual Impact Club

EMPLOYMENT STATISTICS

Employment and continuing education rate of 100 percent – 100 percent continued their education.

ENTRANCE REQUIREMENTS/RECOMMENDATIONS

Required: Algebra, Geometry

Recommended: Algebra 2

REQUIRED COURSE PREREQUISITES

If students do not place into MATH 1033 College Algebra, MATH 1084 Calculus I, MATH 1323 Quantitative Reasoning, 1034 College Algebra of Functions, 1054 Precalculus, or 2124 Statistical Methods & Analysis, then MATH 1014 Algebra Concepts is a required prerequisite for completion of the major.

REQUIRED EQUIPMENT

A tier 4 or Apple MacBook Pro laptop computer is required for students entering the graphic and media design program. Laptop specifications are available at www.alfredstate.edu/required-laptops.

OFFICE OF ACCESSIBILITY SERVICES

Students who believe they need a reasonable accommodation to properly participate in this program may contact Melanie Ryan in the Office of Accessibility Services. This office may be contacted by email at oas@alfredstate.edu or by phone at 607-587-4506. Please keep in mind that some accommodations may take time to implement, so students seeking accommodations are encouraged to contact OAS as early as possible.

GRAPHIC AND MEDIA DESIGN (AS DEGREE)

TYPICAL FOUR-SEMESTER PROGRAM

First

DGMA	1403	Digital Foundations I	3
DGMA	1423	Intro to Visual Communication	3
DGMA	1413	Foundations: Form/Space	3
COMP	1503	Writing Studies	3
FNAT	1313	Art History	3
			15

Second

DGMA	2503	Digital Foundations II	3
FNAT	2423	3D Design/Color	3
FNAT	2333	Survey of Design	3
GLST	2113	Global & Diverse Perspectives	3
MATH	xxx3	Math Elective	3
			15

Third

DGMA	3303	Digital Photography	3
DGMA	3503	Typography	3
DGMA	3603	Production I	3
LITR	xxx3	Literature Elective	3
XXXX	xxx3	Gen Ed/Natural Science Elective	3
XXXX	xxx3	Gen Ed/Social Science Elective	3
			18

Fourth

DGMA	4103	Interactive Design	3
FNAT	3513	Art History II	3
XXXX	xxx3	Professional Elective	3
COMP	3603	Writing for Emergent Media	3
SPCH	1083	Public Speaking OR	3
SPCH	xxx3	Effective Speaking or Equivalent	3
			15

Minimum of "C" is required for all core courses.

Students are required to complete a digital portfolio assignment and annual review to meet graduation requirements.